

WP Leader: FHG IML

The main goal of work package 2 is to establish the market position for RFID in Europe in comparison with the other parts of the world and to roll out a roadmap of technology and applications for the near future to concentrate and focus technical development and business efforts on. The roadmap should help companies, providers and politics to follow the state of the art from RFID to wireless technologies in general. As part of the networking theme the federated stakeholders should be involved in a JTI progress for RFID embedded in the main theme "Internet of the future". Together with an open web platform the SME service providers can also be federated to increase the European business strength.

The WP aims to clarify the context of the current state of the art regarding technology and market conditions for all stakeholders such as users, providers, politicians and the public, drawing upon market analysis and relevant EU project outcomes. By road mapping the needs and available technologies for the future the stakeholders receive an open base of further developments and enterprise. The market analysis highlights the position of Europe in the field of RFID and points out next steps to follow the world wide development of RFID.